



Marketing Ethanol

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GM promotes the use of E85



- GM is the largest producer of E85 Flexible Fuel Vehicles
- GM believes E85 “makes sense”
 - Addresses greenhouse gases
 - Addresses energy security concerns

GM offers Flex Fuel Vehicles



- Chevrolet Silverado / GMC Sierra
 - Special Equipment Option
- Chevrolet Tahoe / Suburban / GMC Yukon / Yukon XL
 - Standard with 5300 Vortec engine

GM / NEVC E85 Partnership



Objectives

- Increase consumer and dealer awareness of the benefits of ethanol
- Increase the use of E85 in the areas targeted by the program

E85 Marketing Strategy



- Execute a direct mail campaign in six states ripe for E85 market development
 - Leverage infrastructure and existing consumer knowledge
- Target customers within 10 miles of an E85 station
 - 2002 and 2003 MY GM E85 owners
 - 2004MY owners during the program period

Implementation



2003

2004

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

New vehicle deliveries

Wisconsin

Mail
drop
begins

Mail drop
concludes

Debit card
valid for 90
days

Illinois

Colorado

Mich./Missouri

Minnesota



“I fuel good.”



- E85 Debit Card
- E85 Window Sticker



How to fuel good.



(Here's \$25 worth of E85 to get you started.)

“I fuel good.”

•Informational Brochure

•What is E85?

•Refueling Map

“I fuel good.”



• “Tell the word how you fuel.” T-shirt



“I fuel good.”



“I fuel good.”



Fuel good. Next exit.

Get



at



•Possible Billboard Campaign

Conclusion



- E85 will continue to be an important part of GM's Alternative Fuel portfolio
- Bridge to a hydrogen economy
- Satisfies fleet EPA requirements
- Drives additional fleet sales